ORDER

KSNV

Orders

Order / Rev:	**106698**		
Alt Order #:	06853055		
Product Desc:	BERKLEY FOR SENATE		
Estimate:	30S		
Flight Dates:	09/18/12 - 09/24/12	Primary AE:	Amy McCreary
Original Date / Rev:	09/17/12 / 09/17/12	Sales Office:	BLPHI
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	**Shorr Johnson Magnus**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1831 Chestnut St.	Billing Cycle:	EOM/EOC
	Philadelphia, PA 19103	Agency Commission:	15%

Advertiser

Name:	**Berkley, Shelley for Senate**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PLC01	Order Separation:	00:05:00
Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	121	$58,910.00	$50,073.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	121	$58,910.00	$50,073.50	0.00
Totals	121	$58,910.00	$50,073.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	$58,910.00
Market	100%	$190,032.26

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KLAS	19%	$36,106.13
KLVX	0%	$0.00
KSNV-	0%	$0.00
KTNV	24%	$45,607.74
KTUD	0%	$0.00
KVVU	24%	$45,607.74
KVWB	0%	$0.00
LV1	2%	$3,800.65
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	$185.00	2	0.00	NM	8	$1,480.00

WAKE UP WAGNERS 2/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	8	$185.00	0.00

Order / Rev: 106698
Alt Order #: 06853055
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wag	CM	5-6a	-TWTF--	:30	8	$185.00	2	0.00 NM	8	$1,480.00
				M-F 5-6a WakeUp w/Wagners										
	WAKE UP WAGNERS 2/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	8	$185.00	0.00								
E 2	KSNV	09/24/12	09/24/12	M-F 5-6a WakeUp w/Wag	CM	5-6a	M------	:30	2	$185.00	2	0.00 NM	2	$370.00
				M-F 5-6a WakeUp w/Wagners										
	WAKE UP WAGNERS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	2	$185.00	0.00								
E 3	KSNV	09/18/12	09/21/12	M-F 6-7a WakeUp w/Wag	CM	6-7a	-TWTF--	:30	8	$450.00	2	0.00 NM	8	$3,600.00
				M-F 6-7a WakeUp w/Wagners										
	WAGNERS 2/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	8	$450.00	0.00								
E 4	KSNV	09/24/12	09/24/12	M-F 6-7a WakeUp w/Wag	CM	6-7a	M------	:30	2	$450.00	2	0.00 NM	2	$900.00
				M-F 6-7a WakeUp w/Wagners										
	WAGNERS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	2	$450.00	0.00								
E 5	KSNV	09/18/12	09/21/12	Today Show	CM	658a-9am	-TWTF--	:30	12	$550.00	2	0.00 NM	12	$6,600.00
				Today Show										
	TODAY 3/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	12	$550.00	0.00								
E 6	KSNV	09/24/12	09/24/12	Today Show	CM	658a-9am	M------	:30	3	$550.00	2	0.00 NM	3	$1,650.00
				Today Show										
	TODAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	3	$550.00	0.00								
E 7	KSNV	09/18/12	09/21/12	M-F Today Show II 3rd H	CM	9-10a	-TWTF--	:30	4	$200.00	2	0.00 NM	4	$800.00
				M-F Today Show II										
	TODAY 2 1/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	4	$200.00	0.00								
E 8	KSNV	09/24/12	09/24/12	M-F Today Show II 3rd H	CM	9-10a	M------	:30	1	$200.00	2	0.00 NM	1	$200.00
				M-F Today Show II										
	TODAY 2													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	1	$200.00	0.00								
E 9	KSNV	09/18/12	09/21/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	$275.00	2	0.00 NM	4	$1,100.00
				Noon News										
	NOON NEWS 1/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	4	$275.00	0.00								
E 10	KSNV	09/24/12	09/24/12	Noon News	CM	12-1230pm	M------	:30	1	$275.00	2	0.00 NM	1	$275.00
				Noon News										
	NOON NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	1	$275.00	0.00								
E 11	KSNV	09/18/12	09/21/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	$200.00	2	0.00 NM	4	$800.00
				The Agenda 1230pm										
	NEWS 1/DAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	-TWTF--	4	$200.00	0.00								
E 12	KSNV	09/24/12	09/24/12	The Agenda 1230pm	CM	1230-1p	M------	:30	1	$200.00	2	0.00 NM	1	$200.00
				The Agenda 1230pm										
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/24/12	09/30/12	M------	1	$200.00	0.00								
E 13	KSNV	09/18/12	09/21/12		CM	3-4p	-TWTF--	:30	4	$300.00	2	0.00 NM	4	$1,200.00

Order / Rev:	106698	Advertiser:	Berkley, Shelley for Senate
Alt Order #:	06853055	Product Desc:	BERKLEY FOR SENATE
Flight Dates:	09/18/12 - 09/24/12	Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil Dr Phil											

DR PHIL 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	4	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSNV	09/24/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	M------	:30	1	$300.00	2	0.00	NM	1	$300.00

DR PHIL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KSNV	09/18/12	09/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	4	$350.00	2	0.00	NM	4	$1,400.00

NEWS 4 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	4	$350.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KSNV	09/24/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M------	:30	1	$350.00	2	0.00	NM	1	$350.00

NEWS 4

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$350.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	09/18/12	09/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	$450.00	2	0.00	NM	4	$1,800.00

NEWS 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	4	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	KSNV	09/24/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M------	:30	1	$450.00	2	0.00	NM	1	$450.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	KSNV	09/18/12	09/21/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	8	$725.00	2	0.00	NM	8	$5,800.00

E NEWS 2/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	8	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	KSNV	09/24/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	M------	:30	2	$725.00	2	0.00	NM	2	$1,450.00

E NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	2	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	09/23/12	09/23/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	------S	:30	2	$900.00	2	0.00	NM	2	$1,800.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	2	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/18/12	09/21/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-TWTF--	:30	8	$725.00	2	0.00	NM	8	$5,800.00

JEOP/WHEEL 2/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	8	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	09/24/12	09/24/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M------	:30	2	$725.00	2	0.00	NM	2	$1,450.00

JEOP/WHEEL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	2	$725.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSNV	09/18/12	09/21/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	4	$400.00	2	0.00	NM	4	$1,600.00

FACE TO FACE 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	4	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	09/24/12	09/24/12		CM	730-758pm	M------	:30	1	$400.00	2	0.00	NM	1	$400.00

Order / Rev:	106698	Advertiser:	Berkley, Shelley for Senate
Alt Order #:	06853055	Product Desc:	BERKLEY FOR SENATE
Flight Dates:	09/18/12 - 09/24/12	Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FacetoFace/Ralston Repc Face to Face w/ J.Ralston											

FACE TO FACE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	09/22/12	09/22/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	2	$350.00	2	0.00	NM	2	$700.00

JEOP/WHEEL

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	2	$350.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	KSNV	09/24/12	09/24/12	Mon PR 9-10p Monday Prime 9-10pm	CM	9-10pm	M------	:30	1	$2,400.00	2	0.00	NM	1	$2,400.00

VOICE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$2,400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 28	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	$2,100.00	2	0.00	NM	1	$2,100.00

PARENTHOOD

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-T-----	1	$2,100.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	KSNV	09/21/12	09/21/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	$1,700.00	2	0.00	NM	1	$1,700.00

GRIMM

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	----F--	1	$1,700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KSNV	09/23/12	09/23/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	------S	:30	1	$900.00	2	0.00	NM	1	$900.00

NEWS

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	09/18/12	09/21/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	$750.00	2	0.00	NM	4	$3,000.00

NEWS 11 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	4	$750.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	KSNV	09/24/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M------	:30	1	$750.00	2	0.00	NM	1	$750.00

NEWS 11

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$750.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	KSNV	09/18/12	09/21/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	$250.00	2	0.00	NM	8	$2,000.00

TONIGHT 2/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-TWTF--	8	$250.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	KSNV	09/24/12	09/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	M------	:30	2	$250.00	2	0.00	NM	2	$500.00

TONIGHT

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	2	$250.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	09/22/12	09/23/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	$750.00	2	0.00	NM	2	$1,500.00

NEWS11 1/DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----SS	2	$750.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	$150.00	2	0.00	NM	1	$150.00

NEWS SUNRISE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	1	$150.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 37	KSNV	09/22/12	09/22/12		CM	7a-9am	-----S-	:30	2	$325.00	2	0.00	NM	2	$650.00

Order / Rev:	106698	Advertiser:	Berkley, Shelley for Senate
Alt Order #:	06853055	Product Desc:	BERKLEY FOR SENATE
Flight Dates:	09/18/12 - 09/24/12	Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today Saturday Today											

SAT TODAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	2	$325.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 38	KSNV	09/22/12	09/22/12	News 3 Today - SATURD News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	$275.00	2	0.00	NM	1	$275.00

NEWS TODAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	-----S-	1	$275.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDA News 3 Sunrise SUNDAY	CM	6a-7a	------S	:30	1	$185.00	2	0.00	NM	1	$185.00

NEWS SUNRISE

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	1	$185.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today	CM	7a-8am	------S	:30	1	$325.00	2	0.00	NM	1	$325.00

SUN TODAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	------S	1	$325.00	0.00

Totals 121 $58,910.00